

REP HEADLINE# 6278427
 \$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP AUG21/12 17.07
 *** CHANGES *** ** WFLA-TV ***

ADV # ADV. NAME ISS/PRIORITIES USA ACTION REP. # OFF. # SALESMAN #
 AGY # AGY. NAME MUNDY KATOWITZ MEDIA BUYER NAME MEDIA PLACEMENT

1322 G STREET SE SALES PRSN WA- MEGHAN MCGARR (H)
 WASHINGTON, DC 20003

ORDER # CONTRACT # 6278427 CLASS: NATL. LOCAL REGIONAL

PRDCT PRIORITIES USA ACTION EST#1561 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP18/12 SEP24/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG21/12 17.07

REP: REVISION
 PRGM CHANGE LN 39
 TTL SAME
 PLEASE CONFIRM
 THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 ELECTRONIC INVOICES ARE TO BE SENT TO AGENCY IDB#9914019
 PRIORITIES USA ACTION

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
39	NZ		730P-800P	30		\$1,850.00	9/19	9/19	1		WED	1

AGENCY ADVERTISER CODE = 321 AGENCY EST# = 1561
 AGENCY PRODUCT CODE = 340

PROGRAM : ENT TONIGHT
 CON COM1: ENT TONIGHT

SEP/12 34700.00 CONTRACT TOTAL 34700.00
 TOTAL SPOTS 39

8/22/12 FCC (S)

REP HEADLINE# 6278427
\$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP

AUG21/12 17.07
*** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	SPTS

MARKET TOTALS \$192,777 WFLA 18% WFTS 15% WTSP 23% WTVT 26% WTOG 3% WTTA 4% WMOR 5%
WMOX 0% WXPX 0% WWSB 6% CABL 0%

SHARES ARE ACCURATE

SVC- NSI BOOKS- SEP/12
DEMOS- RA35+*

MOD CODE A-ADD E-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP HEADLINE# 6278427
*** ORIGINAL REV#0 ***

REF: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
AUG14/12 15.0
*** WFLA-TV ***

ADV # ADV. NAME ISS/PRIORITIES USA ACTION REP. # OFF. # SALESMAN #

AGY # AGY. NAME MUNDY KATOWITZ MEDIA BUYER NAME MEDIA PLACEMENT

1322 G STREET SE SALES PRSN WA- MEGHAN MCGARR (H)

WASHINGTON, DC 20003

ORDER # CONTRACT # 6278427 CLASS: NATL. LOCAL REGIONAL

PRDCT PRIORITIES USA ACTION EST#1561 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP18/12 SEP24/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG14/12 15.00

REP: NEW ORDER
TOTAL \$34700 @39X
PLEASE CONFIRM
THANKS BEN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
ELECTRONIC INVOICES ARE TO BE SENT TO AGENCY IDB#9914019
PRIORITIES USA ACTION

8/14

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :
: LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE = 321 AGENCY EST# = 1561
AGENCY PRODUCT CODE = 340

1	200P-300P	30		\$250.00		9/21	9/21	1		FRI	1
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PROGRAM : RACHAEL RAY
CON COM1: RACHAEL RAY

2	400P-500P	30		\$650.00		9/21	9/21	1		FRI	1
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PROGRAM : DR OZ
CON COM1: DR OZ

REP HEADLINE# 6278427
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG14/12 15.0
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
3			530A-600A PROGRAM : NC8 TODAY@5:30 ORD COM1: 3Q/SEPT RATES CON COM1: NC8 TODAY@5:30	30		\$550.00	9/21	9/21	1		FRI	1
4			600P-630P PROGRAM : NWSCH CON COM1: NWSCH	30		\$2,000.00	9/21	9/21	1		FRI	1
5			600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$850.00	9/21	9/21	1		FRI	1
6			700P-730P PROGRAM : NEWS AT 7 CON COM1: NEWS AT 7	30		\$2,000.00	9/21	9/21	1		FRI	1
7			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$650.00	9/21	9/21	1		FRI	1
8			1000A-1030A PROGRAM : NEWS CON COM1: NEWS	30		\$300.00	9/24	9/24	1		MON	1
9			1135P-1237A PROGRAM : TONITE SHW-NBC< CON COM1: TONITE SHW-NBC<	30		\$800.00	9/24	9/24	1		MON	1
10			1200N-100P PROGRAM : TODAY SHW3-NBC CON COM1: TODAY SHW3-NBC	30		\$275.00	9/24	9/24	1		MON	1
11			500P-530P PROGRAM : NWSCH8 AT 5P CON COM1: NWSCH8 AT 5P	30		\$850.00	9/24	9/24	1		MON	1

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REP: TEL# 703-516-9399 FAX# 703-516-9680
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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12			530A-600A PROGRAM : NC8 TODAY@5:30 ORD COM1: 30/SEPT RATES CON COM1: NC8 TODAY@5:30	30		\$550.00	9/24	9/24	1		MON	1
13			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,400.00	9/24	9/24	1		MON	1
14			900A-1000A PROGRAM : NWSCH8 SAT-AM CON COM1: NWSCH8 SAT-AM	30		\$475.00	9/22	9/22	1		SAT	1
15			900A-1000A PROGRAM : NWSCH8 SUN-AM CON COM1: NWSCH8 SUN-AM	30		\$475.00	9/23	9/23	1		SUN	1
16			1135P-1237A PROGRAM : TONITE SHW-NBC CON COM1: TONITE SHW-NBC	30		\$800.00	9/20	9/20	1		THU	1
17			1200N-100P PROGRAM : TODAY SHW3-NBC CON COM1: TODAY SHW3-NBC	30		\$275.00	9/20	9/20	1		THU	1
18			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$425.00	9/20	9/20	1		THU	1
19			530A-600A PROGRAM : NC8 TODAY@5:30 ORD COM1: 30/SEPT RATES CON COM1: NC8 TODAY@5:30	30		\$550.00	9/20	9/20	1		THU	1
20			530P-600P PROGRAM : NWSCH8 @5:30P CON COM1: NWSCH8 @5:30P	30		\$850.00	9/20	9/20	1		THU	1

REP HEADLINE# 6278427
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
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AUG14/12 15.0
*** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
21			630P-700P PROGRAM : NWSCH CON COM1: NWSCH	30		\$3,500.00	9/20	9/20	1		THU	1
22			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,400.00	9/20	9/20	1		THU	1
23			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$650.00	9/20	9/20	1		THU	1
24			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$425.00	9/18	9/18	1		TUE	1
25			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$650.00	9/18	9/18	1		TUE	1
26			530A-600A PROGRAM : NC8 TODAY@5:30 ORD COM1: 30/SEPT RATES CON COM1: NC8 TODAY@5:30	30		\$550.00	9/18	9/18	1		TUE	1
27			530P-600P PROGRAM : NWSCH8 @5:30P CON COM1: NWSCH8 @5:30P	30		\$850.00	9/18	9/18	1		TUE	1
28			600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$850.00	9/18	9/18	1		TUE	1
29			700P-730P PROGRAM : NEWS AT 7 CON COM1: NEWS AT 7	30		\$2,000.00	9/18	9/18	1		TUE	1

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS
30			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,400.00	9/18	9/18	1		TUE	1
31			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$650.00	9/18	9/18	1		TUE	1
32			1000A-1030A PROGRAM : NEWS CON COM1: NEWS	30		\$300.00	9/19	9/19	1		WED	1
33			1235A-135A PROGRAM : J FALLON-NBC< CON COM1: J FALLON-NBC<	30		\$425.00	9/19	9/19	1		WED	1
34			1200N-100P PROGRAM : TODAY SHW3-NBC CON COM1: TODAY SHW3-NBC	30		\$275.00	9/19	9/19	1		WED	1
35			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$250.00	9/19	9/19	1		WED	1
36			500P-530P PROGRAM : NWSCH8 AT 5P CON COM1: NWSCH8 AT 5P	30		\$850.00	9/19	9/19	1		WED	1
37			600P-630P PROGRAM : NWSCH CON COM1: NWSCH	30		\$2,000.00	9/19	9/19	1		WED	1
38			600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$850.00	9/19	9/19	1		WED	1

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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39			730P-800P	30		\$1,850.00	9/19	9/19	1		WED	1
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CONTRACT TOTAL 34700.00
 TOTAL SPOTS 39

PROGRAM : EXTRA<
 CON COM1: EXTRA<

SEP/12 34700.00

MARKET TOTALS \$192,777
 WFLA 18% WFTS 15% WTSP 23% WTVT 26% WTOG 3% WTTA 4% WMOR 5%
 WMOX 0% WXPX 0% WWSB 6% CABL 0%

SHARES ARE ACCURATE
 SVC- NSI BOOKS- SEP/12
 DEMOS- RA35+*

Mundy Katowitz Media, Inc.
1322 G Street SE
Washington DC 20003

Priorities Usa Action/ Issue
Submission Number 745 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Priorities Usa Action/ Issue	Submission Cost:	34700	Campaign Ref:	E:120821095
Buyer:		Client/Product/Estimate:	321 /340 /1561	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/17/12 to 09/30/12	Weeks:	2	Order Ref:	06278427
Est./PO Number:	06278427	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Priorities Usa Actio	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	09/17	09/24	Total	Cost
1	M-F 2p Rachael Ray ...F..	03	250	30 Comme	Nbr of Spots	1		1	250
2	M-F 4p Dr Oz ...F..	03	650	30 Comme	Nbr of Spots	1		1	650
3	M-F 530a News ...F..	01	550	30 Comme	Nbr of Spots	1		1	550
4	M-F 6p News ...F..	02	2000	30 Comme	Nbr of Spots	1		1	2000
5	M-F 6a News ...F..	03	850	30 Comme	Nbr of Spots	1		1	850
6	M-F 7p News ...F..	01	2000	30 Comme	Nbr of Spots	1		1	2000
7	M-F 9a Today Show II ...F..	03	650	30 Comme	Nbr of Spots	1		1	650
8	M-F 10a News M.....	01	300	30 Comme	Nbr of Spots	1		1	300
9	M-F 1135p ET / 1035p CT Tonight Show	03	800	30	Nbr of Spots	1		1	800
Weekly Totals: Total Spots(Ord Spots)						33	6	39	

Mundy Katowitz Media, Inc.
1322 G Street SE
Washington DC 20003

Priorities Usa Action/ Issue
Submission Number 745 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Priorities Usa Action/ Issue	Submission Cost: 34700	Campaign Ref: E:120821095
Buyer: ..	Client/Product/Estimate: 321 /340 /1561	Sales Rep: HRP Washington, DC
Schedule Dates: 09/17/12 to 09/30/12	Weeks: 2	Order Ref: 06278427
Est./PO Number: 06278427	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/17	09/24	Total	Cost
10	M-F 12p Today Show III M.....	02	275	30 Comme		1	1	275
11	M-F 5p News M.....	04	850	30 Comme		1	1	850
12	M-F 530a News M.....	01	550	30 Comme		1	1	550
13	M-F 7a Today Show M.....	02	1400	30 Comme		1	1	1400
14	Sat 9a NewsS.	02	475	30 Comme	1		1	475
15	Sun 9a NewsS	02	475	30 Comme	1		1	475
16	M-F 1135p ET / 1035p CT Tonight Show ...T...	03	800	30 Comme		1	1	800
17	M-F 12p Today Show III ...T...	02	275	30 Comme	1		1	275
18	M-F 3p Doctors ...T...	04	425	30 Comme		1	1	425
19	M-F 530a News ...T...	01	550	30 Comme		1	1	550
20	M-F 530p News ...T...	04	850	30 Comme	1		1	850
Weekly Totals: Total Spots(Ord Spots)					33	6	39	

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Washington DC 20003

Priorities Usa Action/ Issue
Submission Number 745 Issue 1



WFLA-TV

P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Priorities Usa Action/ Issue	Submission Cost:	34700	Campaign Ref:	E:120821095
Buyer:		Client/Product/Estimate:	321 /340 /1561	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/17/12 to 09/30/12	Weeks:	2	Order Ref:	06278427
Est./PO Number:	06278427	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/17	09/24	Total	Cost
21	M-F 630p ET / 530p CT NBC Nightly News ...T....	02	3500	30 Comme	1		1	3500
22	M-F 7a Today Show ...T....	02	1400	30 Comme	1		1	1400
23	M-F 9a Today Show II ...T....	03	650	30 Comme	1		1	650
24	M-F 3p Doctors ...T....	04	425	30 Comme	1		1	425
25	M-F 4p Dr Oz ...T....	03	650	30 Comme	1		1	650
26	M-F 530a News ...T....	01	550	30 Comme	1		1	550
27	M-F 530p News ...T....	04	850	30 Comme	1		1	850
28	M-F 6a News ...T....	03	850	30 Comme	1		1	850
29	M-F 7p News ...T....	01	2000	30 Comme	1		1	2000
30	M-F 7a Today Show ...T....	02	1400	30 Comme	1		1	1400
Weekly Totals: Total Spots(Ord Spots)					33	6	39	

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Washington DC 20003

Priorities Usa Action/ Issue
Submission Number 745 Issue 1



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Original

Client: Priorities Usa Action/ Issue	Submission Cost: 34700	Campaign Ref: E:120821095
Buyer:	Client/Product/Estimate: 321 /340 /1561	Sales Rep: HRP Washington, DC
Schedule Dates: 09/17/12 to 09/30/12	Weeks: 2	Order Ref: 06278427
Est./PO Number: 06278427	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/17	09/24	Total	Cost
31	M-F 9a Today Show II T.....	03	650	30 Comme	Nbr of Spots 1		1	650
32	M-F 10a News ..W....	01	300	30 Comme	Nbr of Spots 1		1	300
33	M-F 1237a ET / 1137p CT Late Night ..W....	01	425	30 Comme	Nbr of Spots 1		1	425
34	M-F 12p Today Show III ..W....	02	275	30 Comme	Nbr of Spots 1		1	275
35	M-F 2p Rachael Ray ..W....	03	250	30 Comme	Nbr of Spots 1		1	250
36	M-F 5p News ..W....	04	850	30 Comme	Nbr of Spots 1		1	850
37	M-F 6p News ..W....	02	2000	30 Comme	Nbr of Spots 1		1	2000
38	M-F 6a News ..W....	03	850	30 Comme	Nbr of Spots 1		1	850
39	M-F 730p Entertainment Tonight ..W....	02	1850	30 Comme	Nbr of Spots 1		1	1850
Weekly Totals: Total Spots(Ord Spots)					33	6	39	

Grand Totals

Totals	09/17	Month 9 Weeks: 5	09/24

Totals		Month 9 Weeks: 5	
		09/17	09/24
Spots	39		33
Cost	34700		30526
			4175

Grand Totals:

Spots:	39
Gross Total:	34,700.00
Commission:	5,205.00
Net Total:	29,495.00

INVOICE / AFFIDAVIT

21725
Mundy Katowitz Media, Inc.
1322 G Street SE
WASHINGTON DC 20003

REP: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV: Priorities Usa Action/ Issue
PROD: Priorities Usa Actio

2012
INVOICE DATE 09/30/12 E:120821095
ORDER TYPE Political WFLA
INVOICE NUMBER 0100032704
SCHEDULE DATES 1 08/27/2012 - 09/30/12
Standard Broadcast Month

REF#: 321 /340 /1561
Desc: 06278427

TERMS: NET 30 DAYS.

SCHEDULE

ACTUAL BROADCAST

RECONCILIATION

DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH	M/G FOR	PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
M-F 2p Rachael Ray	250.00	1 1	9/21	FR	02:32P	30		PRATV1219 :30 Commercial	250.00		
M-F 4p Dr Oz	650.00	2 1	9/21	FR	04:57P	30		USATV02 :30 Commercial	650.00		
M-F 530a News	550.00	3 1	9/21	FR	05:52A	30		USATV02 :30 Commercial	550.00		
M-F 6p News	2000.00	4 1	9/21	FR	06:10P	30		PRATV1219 :30 Commercial	2000.00		
M-F 6a News	850.00	5 1	9/21	FR	06:21A	30		PRATV1219 :30 Commercial	850.00		
M-F 7p News	2000.00	6 1	9/21	FR	07:13P	30		USATV02 :30 Commercial	2000.00		
M-F 9a Today Show II	650.00	7 1	9/21	FR	09:56A	30		USATV02 :30 Commercial	650.00		
M-F 10a News	300.00	8 1	9/24	MO	10:08A	30		USATV02 :30 Commercial	300.00		
M-F 1135p ET / 1035p CT Tonigh	800.00	9 1	9/24	MO	12:31A	30		PRATV1219 :30 Commercial	800.00		
M-F 12p Today Show III	275.00	10 1	9/24	MO	12:51P	30		PRATV1219 :30 Commercial	275.00		
M-F 5p News	850.00	11 1	9/24	MO	05:21P	30		USATV02 :30 Commercial	850.00		
M-F 530a News	550.00	12 1	9/24	MO	05:51A	30		USATV02 :30 Commercial	550.00		
M-F 7a Today Show	1400.00	13 1	9/24	MO	08:36A	30		PRATV1219 :30 Commercial	1400.00		
Sat 9a News	475.00	14 1	9/22	SA	09:51A	30		PRATV1219 :30 Commercial	475.00		

*** Continued ***

PERIOD COST 34,700.00

39 Total Units

ACTUAL GROSS BILLING 34,700.00
AGENCY COMMISSION 5,205.00
NET DUE 29,495.00

Debits .00
Credits .00
SUB-TOTALS .00
TOTAL RECONCILING .00

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

WFLA-TV
P.O. Box 1410
Tampa, FL 33601

News Channel 8
WFLA-TV Tampa, St. Petersburg

ADVERTISER Priorities Usa Action/ Issue
PRODUCT Priorities Usa Actio

INVOICE NUMBER 0100032704
BROADCAST MONTH 08/27/2012 - 09/30

AMOUNT DUE
29,495.00

REMIT TO:

*00232

000021725
Mundy Katowitz Media, Inc.
1322 G Street SE
WASHINGTON DC 20003

WFLA-TV
REMITTANCE PROCESSING CENTER
P.O. BOX 26425
RICHMOND VA 23260-6425



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WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 288-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

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Mundy Katowitz Media, Inc.
1322 G Street SE
WASHINGTON DC 20003

REP_: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV_: Priorities Usa Action/ Issue
PROD: Priorities Usa Actio

2012
INVOICE DATE: 09/30/12
ORDER TYPE: Political
WFLA I SS
E:120821095
WFLA
INVOICE NUMBER: 0100032704
PAGE: 2
BROADCAST MONTH: 08/27/2012 - 09/3

REF#: 321 /340 /1561
Desc: 06278427

SCHEDULE DATES: 9/17/12- 9/30/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

SCHEDULE			ACTUAL BROADCAST			RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
Sun 9a News	475.00	15 1	9/23	SU	09:28A	30 USATV02 :30 Commercial	475.00	
M-F 1135p ET / 1035p CT Tonigh	800.00	16 1	9/20	TH	12:09A	30 PRATV1219 :30 Commercial	800.00	
M-F 12p Today Show III	275.00	17 1	9/20	TH	12:28P	30 PRATV1219 :30 Commercial	275.00	
M-F 3p Doctors	425.00	18 1	9/20	TH	03:11P	30 USATV02 :30 Commercial	425.00	
M-F 530a News	550.00	19 1	9/20	TH	05:41A	30 USATV02 :30 Commercial	550.00	
M-F 530p News	850.00	20 1	9/20	TH	05:54P	30 PRATV1219 :30 Commercial	850.00	
M-F 630p ET / 530p CT NBC Nigh	3500.00	21 1	9/20	TH	06:51P	30 USATV02 :30 Commercial	3500.00	
M-F 7a Today Show	1400.00	22 1	9/20	TH	07:26A	30 PRATV1219 :30 Commercial	1400.00	
M-F 9a Today Show II	650.00	23 1	9/20	TH	09:56A	30 USATV02 :30 Commercial	650.00	
M-F 3p Doctors	425.00	24 1	9/18	TU	03:10P	30 USATV02 :30 Commercial	425.00	
M-F 4p Dr Oz	650.00	25 1	9/18	TU	04:28P	30 USATV02 :30 Commercial	650.00	
M-F 530a News	550.00	26 1	9/18	TU	05:40A	30 USATV02 :30 Commercial	550.00	
M-F 530p News	850.00	27 1	9/18	TU	05:52P	30 USATV02 :30 Commercial	850.00	
M-F 6a News	850.00	28 1	9/18	TU	06:27A	30 USATV02 :30 Commercial	850.00	
M-F 7p News	2000.00	29 1	9/18	TU	07:24P	30 USATV02 :30 Commercial	2000.00	
M-F 7a Today Show	1400.00	30 1	9/18	TU	08:43A	30 USATV02 :30 Commercial	1400.00	
M-F 9a Today Show II	650.00	31 1	9/18	TU	09:57A	30 USATV02 :30 Commercial	650.00	
M-F 10a News	300.00	32 1	9/19	WE	10:25A	30 PRATV1219 :30 Commercial	300.00	
M-F 1237a ET / 1137p CT Late N	425.00	33 1	9/19	WE	01:31A	30 PRATV1219 :30 Commercial	425.00	
M-F 12p Today Show III	275.00	34 1	9/19	WE	12:27P	30 USATV02 :30 Commercial	275.00	
M-F 2p Rachael Ray	250.00	35 1	9/19	WE	02:22P	30 PRATV1219 :30 Commercial	250.00	
M-F 5p News	850.00	36 1	9/19	WE	05:11P	30 USATV02 :30 Commercial	850.00	
M-F 6p News	2000.00	37 1	9/19	WE	06:16P	30 PRATV1219 :30 Commercial	2000.00	
M-F 6a News						30 Commercial		

*** Continued ***

PERIOD COST 34,700.00

39 Total Units
ACTUAL GROSS BILLING 34,700.00
AGENCY COMMISSION 5,205.00
NET DUE 29,495.00

SUB-TOTALS Debits .00
Credits .00
TOTAL RECONCILING .00

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.



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DESCRIPTION	PRICE	RT/SS# PER	DATE DAY TIME	LENGTH	M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT	
850.00	38	1	9/19 WE 06:13A	30	USATV02	850.00			
M-F 730p Entertainment Tonight			*WFLA		:30 Commercial				
1850.00	39	1	9/19 WE 07:40P	30	USATV02	1850.00			
Total Airtime Gross Spot Revenue:				34,700.00					

PERIOD COST 34,700.00

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